

The 40 Laws of The Alpha Male:

How to Dominate Life, Attract Women, and Achieve Massive Success

By

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Smashwords Edition

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Bonus! [CLICK HERE](#) to get instant access to *The Alpha Male Insider's Tribe*! Receive the 24 Tools I Used to Stop Giving a F%\$& What Other People Thought About Me and How to 'Level-Up' in Life!



Contents

Foreword

Introduction

Chapter 1: What is the Psychology of an Alpha Male?

--Who is an Alpha Male?

--The Psychology of an Alpha Male

Chapter 2: What Are the Characteristics of an Alpha Male?

--He Is Comfortable with Who He Is

--An Alpha Male is Passionate

--Failure Means Nothing to an Alpha Male

--Composure Comes Naturally

--An Alpha Male is Driven and Disciplined

--An Alpha Male Prides Himself on Morals

--A Natural Leader

--He's a Problem Solver

--He is Always Smartly Dressed

--He Believes in Growth

--An Alpha Male Always Poses a Challenge for Women

--Alpha Males Lead, They Don't Boss

--An Alpha Male is Not Afraid to Face His Mistakes

--An Alpha Male has Nothing to Prove

--Alpha Males are Observant, Smart, and Analytical

--They are Prototypically Dominant

Chapter 3: Body language and Physical Presence

--The Body Language and Physical Presence of an Alpha Male

--An Alpha Male Talks Very Calmly and Slowly

--They Walk Slowly

--Alpha Males are Very Good Communicators

--Alpha Males Don't Lack in Wit

--A Little Bit of Attitude Goes a Long Way

--Alpha Males Never Lack in Strength

--An Alpha Male Chooses his Company Wisely

--Alpha Males are Physically Fit

--Alpha Males are Optimistic

Chapter 4: How to Become an Alpha Male

--Maintain Good Body Posture

--Step Up and Be Courageous

--Be Persistent; Persevere

--Assert Yourself

--Show Aggression

--Work Out

--Stay Confident

--Assume Your Position

--Body Language

--Sit Like an Alpha Male

--Stand Like an Alpha Male

--Listen to Others

--Watch Others

--Be Fashionable and Dress Well

--Learn How to Flirt

Conclusion

Foreword

Do you ever walk into a room and feel like you don't have everyone's attention? Do other people really respect what you have to say? Even so, let us say that they do. But do they take your opinion seriously? Do they believe you're the sort of the person they aspire to be? Do you exude self-confidence that makes you dominate every discussion you take part in?

Think long and hard, sir. Ask yourself this question "is this is what it takes to be an alpha male?" Well, more than being what it takes, these are the qualities that will come out of you shining when you become THE alpha male. These qualities are a consequence of being the very best version of you. This is a consequence of taking responsibility, of being good at communication, of being balanced and emotionally in control, of being able to exude self-confidence and an aura of dominance, an aura of class, a feeling of a man who wouldn't flinch even a little in the face of fear. This is what makes you not just an alpha male, but also a proper man.

If you see yourself as a whiner and not a winner, as someone who would lie down on their backs all day and complain rather than go out there and be the man they were destined to be, to grab greatness by the scruff of its neck and make it their own, you're at the right place. Become a winner, become a leader, and become who you always wanted to be, become someone everyone aspires to be, all by following these easy steps. Reclaim your life, today.

Introduction

We've all had that stage in our lives. Battered, beaten, and broken mentally. We sat there on our couches, beds, amidst the dark and eerie environment simply feeling sorry for ourselves. Choosing to wallow in self-pity rather than picking ourselves up. Choosing to whine and complain rather than be told we're wrong and we need to pick up ourselves. That girl you liked who never liked you back and you failed to understand why. That job you didn't get because you lacked something but you couldn't see it. You couldn't explain what it was, but there was something there at the back of your head, always, no? What about a few disappointing results here and there, a poor outcome of a business decision or even poor results in an exam, having your own father doubt you? What was your reaction? You obviously lost faith in yourself, you had doubts creep in, and you chose to go through the motions in life rather than prove your doubters wrong. Now you find yourself here, reading a book on how to be an alpha male because of all of these reasons. Whether you're here because someone inspired you, here because you want a girl to like you, here because you want to be that guy everyone aspires to be, this is the book that will make you a proper man above all else. A man who is respected, a man who gets first dibs on everything, a man whose words are valued, a man who is driven, determined to be a better person and a man who wins. Indeed, a legend in the making. Let this book take you on a journey to define who you are, what an alpha male is and what it takes to become a real one and dealing with all the problems you've faced ultimately becoming the strongest and best version of yourself.

Chapter 1: What is the Psychology of an Alpha Male?

Who is an Alpha Male?

Commonly, an alpha male is defined as a man who tends to assume a dominant or leading role in social or professional confrontations and situations. While this is the most common description, we must ask who really is an alpha male. Let us look at some of the common interpretations of this term. An alpha male is a natural leader, confident, self-assured, and obviously the most important characteristic people talk about is how he is even aesthetically and mentally pleasing to the opposite sex. These are all common assumptions and of course they are all not incorrect. But is this all there is to an alpha male? Shouldn't any man be self confident, self-assured? Don't most men appear attractive to women purely on the basis of whose son they are, how much money they've inherited or what they look like irrespective of their personality? Surely, this cannot be all there is to an alpha male. To further our discussion, it is essential to look at the thought process of an alpha male and to define what goes on in the head of the prototypical alpha male.

The Psychology of an Alpha Male:

What goes on in the head of an alpha male? What makes this man dominate and lead from the front? What makes people look up to him? What are his motivations for being who he is? Rest assured as most eBooks on the internet go, being an alpha male is not about being someone who gets to sleep with the most women or who people find attractive. An alpha male, aside from being all these things, is a proper man with a plan in his mind, a man with perspective, a man who is sure footed, a man who is rational, a man whose sole purpose for being as classy as he is or being the natural leader that people look up to is not just to be attractive to women or to sleep with them, but he has a view for the world, he has a conscience, he wants to be the best to make himself better and to inspire those around him and make others better just like him. He wants to lead from the front and educate, inspire, mentor, and be a shining light in an otherwise bleak and sorry state of affairs that we often find in this world.

A man amongst other men with a sense of purpose and a sense of responsibility, the alpha male picks himself out of a crowd not because he is the most good looking, well-dressed man, but a man who is mentally stronger and more confident than anyone else around him. He'll challenge them, he'll prove he's better, he'll win and he will be the one they respect not because they have to, but because he's earned it, no matter how much they all want to envy him. He knows all of this, he has grown up believing he's the best, he's willing to prove it and in his head he's the boss. But more than anything else, this man is ready to put the effort to get where he is. As Muhammad Ali often said he'd get tired training for long hours but always reminded him saying "train now and live like a champion for the rest of your life". An alpha male is a winner and winning never comes easy.

You think about some of the prototypical alpha males of the world today and sport and business gives us some of the perfect examples. Cristiano Ronaldo, Donald Trump, Floyd Mayweather,

Elon Musk, and Muhammad Ali are just some of the examples one has. They are all winners, they are all champions and they know it. Love them or hate them and most often some hate them for their attitudes, but no one can help but respect them. To explore their psychology further, let us look at some of the qualities of these highly esteemed men. What separates such men from the ordinary? They are of course highly intelligent, displaying unwavering faith and confidence in themselves, often so good that they are arrogant, true leaders with a results-driven mindset and often in terms of the personalities we named an instinct for self-promotion, charisma, and above all else, the lack of complete fear in a fight. Their odds and their competition become unimportant. Their concentration and focus is purely on themselves.

A prime example is the greatest boxer alive to date, Muhammad Ali. In the early days of his career, his opponent boxer would read see him bragging and boasting, self promoting and showing confidence in the extreme as nervous bravado, but few would know the cause of such supreme faith. This alpha male knew how prepared he was, how hard he trained, what he had put on the line and how nothing mattered more than winning and being number one. By the time Muhammad Ali made his way to the boxing ring, he knew he was going to win. He knew what he had to endure to get where he was, he knew he had crossed limits no other man could and he was the very best. A prime example of an alpha male, it was in his psychology to go further than anyone else. Alpha males aren't arrogant without a reason, they earn it, and Muhammad Ali when predicting what round he would knock his opponent out in always knew.

An alpha male doesn't care what others think and he didn't. Neither does chef Gordon Ramsay, the world's best chef. You ever see him on a television show such as his own Hell's kitchen; he takes people apart simply because there is no room for nonsense and there is no allowance for failure. He is the best at what he does, he knows it and he makes sure the others know it as well.

Chapter 2: What Are the Characteristics of an Alpha Male?

We have talked in length about what goes on in the head of an alpha male, what defines a prototypical alpha male and what sets him apart, now it's all the more appropriate to over go what characteristics and traits this man displays in order to give us the idea of who an alpha male is when we actually see one around ourselves.

He Is Comfortable with Who He Is:

An Alpha male displays and oozes confidence. Rest assured this man knows who he is, where he belongs and what he's capable of. Question him and his resolve, you'll get a death stare that will tell you that this man means business. He knows he is the most important person for himself and even if you point out flaws in him, as long as he believes in himself, you wouldn't make him even bat an eye.

An Alpha Male is Passionate:

If you ever see an alpha male and you look at him closely, this man knows what he wants. This man has a passion for his work; this man will only do something he truly loves. You look at an alpha male, with some of the examples aforementioned, this man does not care about being liked, this man does not care about being appreciated, but he knows he's a winner, he knows he's so good you have to respect him and he has a passion you can't match. A true Alpha male is ambitious with very high goals and rest assured he is no mood to settle for mediocrity, whether that is with him or in a team, his passion burns with a unparalleled and unmatched fire.

Failure Means Nothing to an Alpha Male:

Is there a man who hasn't failed before? We're all destined for failure sometimes. We all suffer from it, things don't work out, mistakes are made and things are regretted. But this is the normal human being. An Alpha male does not recognize the word failure. He simply does not believe such a word exists. He will count every failure as a learning experience and his mistakes will be eye openers for him. He may be arrogant, but an alpha male believes in self-improvement. Failure is not an option for him, he will try and try and work harder every time to achieve success.

Composure Comes Naturally:

"Some men are forged in the fire; it is the privilege of lesser men to light that fire."

This quote more than anything displays what an alpha male is. He is someone who in the hardest times will come out fighting. No matter what adversity you put him in, what the situation around him is, what his circumstances are, he may be worried, but he will never show it. The task ahead simply won't make him flinch even a little and this man will keep his cool while he thinks with a clear head and rationale. Common sense will prevail above all else. The alpha male won't make a decision in haste or anger. He knows what to say and when to say. His emotions won't have any bearing on his judgment. No decisions will be prematurely taken without thinking of the full consequences.

An Alpha Male is Driven and Disciplined:

A real Alpha Male is not just self-driven but much disciplined. Once he has made up his mind about something, the only thing he needs is a little bit of time because nearly all his attention will be to succeed in achieving his goal. He will persevere and keep himself motivated. He will keep going. His drive will charge him onwards towards his goals. Nothing more so than this is what allows Alpha males to be very attractive for women. They are men of their own, who need not be told what to do, yet they should be or are men enough to take advice when necessary. Women love this self-confidence and love a man who can make his own decisions but for the good of his goals, listen to what someone else has to say.

An Alpha Male Prides Himself on Morals:

The prototypical alpha male is seen as a womanizer and someone with a loose character and morals. Some people see alpha men as men who fail to take responsibility for their actions and have no sense of right and wrong. This could not be farther from the truth. An alpha male is not a man who takes no responsibility for his actions. While he may come off as arrogant, he does not look down on others. He simply believes in himself more and has faith that he is better. An alpha male is not a bully and he does not force himself. He maintains a quiet, calm and composed exterior. Bullies can be ruthless instead.

A Natural Leader:

When it is time to stand up and be counted, there is only one man ready to take responsibility and lead from the front. Whether it is in the army on the battlefield, in a kitchen where the food cooking needs regulation, or sport where a team needs that little bit of inspiration to make the difference, the alpha man is your man. He's the one you look to so he can provide you the necessary direction

He's a Problem Solver:

When the chips are down, there are complications and there's no solution in sight, you always find yourself looking to that messiah like man who just exudes self-confidence and faith. He's the man who will find a solution to your problems. This is the alpha male of your work place or any other profession who finds a way out, a solution, thinks outside the box and has a unique way of interpreting and deciphering solutions from problems after his own analysis. Indeed, an alpha male is gets one out of a mess more often than not by his positivity and his will to never give and stop having faith in him.

He is Always Smartly Dressed:

An alpha male simply does not care about anyone's opinion regarding the clothes he wears. He does not dress smartly for someone else; instead alpha men show repeatedly that they really don't care what people think of their dressing. It is not very important to an alpha male. But that never stops him as the alpha male still dresses the best way possible in a very aesthetically pleasing sense as always. It is just part of his nature; after all, he wants the best for himself in life. It is the sign of someone who won't settle for less.

He Believes in Growth:

He knows that change is an internal process and takes time. He does not blame anyone for his mistakes because he knows that he has the power to make his life better and become a better man. Life for him is all about constant growth. This is the real essence of a man living a life of purpose. Every successful man in history knew this. That life is learning process. It is only an arrogant person who thinks they know it all. Humble yourself and learn!

An Alpha Male Always Poses a Challenge for Women:

He doesn't run after women. An alpha male exudes confidence and has ultimate faith in himself when it comes to women. He's going to play it very, very cool. He'll be selective in what women he allows into his life. Women will want him, but rather than making him run after them, women will need to find ways to get his attention instead.

Alpha Males Lead, They Don't Boss:

Alpha males can be arrogant but they are leaders for a reason. They are men of their word. They do not dictate, they don't make every decision on their own. They like to listen to the opinion of others such as advisors or people who are more experienced and take everything into perspective. They will make their employees feel welcomed, valued and when they find themselves in a position of leadership, they will allow everyone to share their thoughts and collectively find a solution to the problem at hand.

An Alpha Male is Not Afraid to Face His Mistakes:

An alpha male is a man of his word. Being man also means to accept when things go wrong and admit where he may have made a mistake. For a real Alpha male, there is nothing neither surprising nor wrong about admitting he has made an error.

For an alpha male, it is actually all about just moving along with his life, trying to finding a solution to problems and moving forward. If he has wronged someone, the alpha male will not be scared to gracefully admit it and apologize for his error maybe even going as far to atone for it. He tries not to make a big deal out of it, ultimately moving along to the next best thing.

An Alpha Male has Nothing to Prove:

This is one of the prime characteristics of alpha male. He knows his worth, he knows what he is capable of and he has supreme confidence in himself. You can doubt him all you want, whether you're a father who didn't have faith in his son, or a competitor willing to put him down, he won't take you seriously. He knows what he's got in himself and nothing anyone says will make him ever doubt himself.

Alpha Males are Observant, Smart, and Analytical:

An alpha male has a very keen mind. He is always on the lookout for little details that will help him either succeed personally or find a solution. An alpha male is very observant like that and he will notice even the smallest details. He will be able understand body language and facial expressions very well which would allow him to get by without saying too much, yet enough to assert himself. He will assess situations and find the most rational and logical solution. This is why in business, alpha males do very well. Their analytical skills are second to none.

They are Prototypically Dominant:

In his presence you can try and take the lead, but the alpha male will always manage to keep the upper hand. He's got it in him to manage the situation. He may listen to your opinions, but ultimately he will always step up and lead. It's in his blood.

Chapter 3: Body language and Physical Presence

In the previous chapter we discussed the characteristics of an alpha male. Mostly, an alpha male was shown to be a man who was mentally at the top of his game. He is a man who is sure footed, self confident and sometimes even shamelessly proud, but with good reason.

But can an alpha male really have such a profound effect on those around him and all the women out there? If you want to be an alpha male, what do you fix first to have the most shocking results and effect on those around you? Are they really going to start taking you seriously just because you know it in your head, all of a sudden, that you are better?

Having the mentality of an alpha male is obviously the most important component in becoming an alpha male with all the supreme confidence and faith this brings into a man, but all of this comes at a much later stage. The developing alpha male needs to work on his persona, appearance, body language and making his presence felt before people realize what goes on in his head. Remember, no one fell in love with your personality on the very first day. In this chapter, the body language and physical presence are subsequently discussed.

The Body Language and Physical Presence of an Alpha Male:

This is the part of the book if mastered can even allow you to attract women like taking candy from a baby. Even if you're not tall and strong, your body language can make all the difference in making other people notice you and feel your presence. Best of all, the ladies love a quietly confident man. It is true, body language is almost everything. Let's look at the body language of an alpha male.

An Alpha Male Talks Very Calmly and Slowly:

You will never see an alpha male rush into anything. No matter what the problem, whatever the urgency, the alpha male remains calm and collected when talking. These men are always in total control of what they're saying. They have a way of having their audience paying complete attention and being captivated by their speech. He'll have them eat at every word. Every word makes a lasting impression on its own. An Alpha male knows he is important and when he talks, he commands respect and commands this importance.

They Walk Slowly:

An Alpha male is in no rush. Rest assured he wouldn't walk lazily, but just keep a constant pace. There is a difference between slow and lazy. It is important for him to show how calm he is in every aspect. As an alpha male, if you're walking in for an exam or meeting, you should always take your time. Slow it down, relax, keep total control and make others notice how calmly you

take your place. Alpha males are very controlled people. They are not always in a rush like everyone else. Walking slowly and not being in a rush does not mean that the alpha male will be late. He will always be much disciplined to be on time or earlier for a meeting and well prepared. He will make sure he has enough time to observe and think through his plan of action.

Alpha Males are Very Good Communicators:

One can't be an alpha male without being an excellent communicator. Alpha males are excellent at communicating both verbally and non-verbally. Remember, it is always the sign of a wise man to say more in fewer words. An alpha male does just that while talking. Whether it is giving someone advice, talking to a woman, chairing a meeting or even talking to a friend, alpha males always command concentration and are helpful simply because they communicate so well. Non-verbally, alpha males can say a lot just by their facial expressions or through their eyes, which is a very good skill to employ during awkward conversations.

Alpha males are positive as well. If they find you attractive, they won't beat around the bush; they'll just be straightforward and flirt with you yet they will never be aggressive, nor will they force themselves on you. It is all about class for them. They will be very expressive of their love for their spouse or girlfriend and aren't afraid to show their sexuality. They will often express themselves via body language and allow the girl to read their thoughts via their subconscious mind.

Alpha Males Don't Lack in Wit:

Although alpha males won't smile too much to avoid looking non-serious and goofy, but what they do not lack is a sense of humor and will often see the funny and light side of things. They will always look to cheer and up lift everyone else in the room and they'll use their wit to do so. A set of qualities such as commanding attention, being good communicators and being funny allows the alpha male to stamp his mark easily on those around him.

A Little Bit of Attitude Goes a Long Way:

Alpha males know what they are worth, understand the importance of time and realize the fact that they are important. When you call an alpha male, do not expect him to turn to you immediately. Unlike Beta males, alpha males tend to take their time to turn their head towards you and focus. For an alpha male's attention, it doesn't matter who you are because you have to prove yourself worthy to them. In turn, you have to prove worthy of their attention and make the minutes while their focus on you count. It takes a lot to impress an alpha male.

Alpha Males Never Lack in Strength:

Alpha males will take good care of their woman and their family. They will make anyone in their presence feel safe and secure. It is just natural for them to make that feeling common amongst those around them. Most women love this about alpha males and go crazy for how they make you feel secure. When it comes to taking a punch or giving one, staring right back into someone's eyes, alpha males are the masters of strength. Behind all that strength is the faith they have in themselves.

An Alpha Male Chooses his Company Wisely:

He will always try to hang out around those like himself. He will understand that the only way to grow is to learn from others and learn from those who are better than him at one thing or another. An alpha male doesn't fail at life; he just surrounds himself with esteemed company who keep him on his toes and hungry for more.

Alpha Males are Physically Fit:

They eat properly, they live healthily. Alpha males work out and allow themselves to feel healthier to focus on their goals and ambitions. This is why they are always well built and masculine.

Alpha Males are Optimistic:

Alpha males know that with in every problem lies a solution. Accepting defeat is not in them, they will always be looking to stay positive and upbeat even in the hard times and ultimately their positivity and faith in them is what brings out the best results.

Chapter 4: How to Become an Alpha Male

After covering different aspects of being an alpha male and the characteristics of an alpha male, understanding the body language and the importance of making your presence felt, it is time to give you practical ways to become the very best version of yourself; the perfect alpha male.

Maintain Good Body Posture:

Start with your general outlook, stand or sit erect with chest out, head up, get sucked in and relax your body. With little changes in your posture, you can show self-confidence, control, pride and determination.

Step Up and Be Courageous:

Alpha males are ready and willing to tackle problems and see them resolved without any complaints, emotional disturbance or drama. Learn to take charge and display courage, find solutions for others and become the go to guy for an opinion.

Be Persistent; Persevere:

Focus on your goals, don't give up on them. Work harder and apply pressure on yourself. Don't be a whiner, be a winner. Keep working till you have a result.

Assert Yourself:

Be clear about what you want. Whatever you want or need or are willing to provide, be clear, confident and direct.

Show Aggression:

Don't wait for someone else to start the action. This doesn't mean you should fight. Sometimes thinking clearly and waiting is better, but choose your moments carefully and when the time is right, strike hard. Alpha males are winners. Winning isn't achieved without taking risks.

Work Out:

This is no secret, women love men who pack a nice figure. If you want to become the ultimate alpha male who can make their presence felt, get a trainer and start working out today. Not only will this make you fitter and healthier, but you will fit your clothes better and look much smarter.

Stay Confident:

Have faith in yourself. What's the worst that can happen? You make a mistake? You're human. You will learn from every experience in your life. Women love confidence, that girl you like lives confidence, your father who may have reservations with you will have more faith in you if you're so confident. Confidence is important, back it up with hard work, and always stay prepared. Confidence isn't acquired easily; it takes time to build and is easy to shatter. Being an alpha male you need to start quickly and increase your endurance. No matter what happens, stay confident.

Assume Your Position:

As you walk through the door for a meeting next time or amongst friends, assume you are important. Fake it till it's real. Make the others believe you're all that important and make pay attention to your every word as if it were binding.

Body Language:

The way an alpha male carries himself is what speaks volumes about him to those watching on. He doesn't even have to utter a word to impose himself on those around him. Fix your posture, use hand gestures to communicate, pay attention to your stance and look at people right in the eyes. Eye contact is everything. You want them to know you fear nothing and no one. You want to give signals you're dominant and strong, not submissive and weak.

Look for situations to show who you are meant to be. Walk into a meeting where there are people gathered with pride. If you don't feel proud of yourself or mentally at such a level yet, try and recall something you did in the past that you got right and allow it to fill you with deserved pride. Carry that feeling into the room.

Learn the art of body language. There are very specific cues that leaders use, and followers respond to.

Sit Like an Alpha Male:

Sit with a steeple. Make a steeple by pressing the fingertips of both hands together, with palms separated when sitting in a meeting. The higher the steeple, the more confidence this signals. Try and not go too high though as you may cover your face and that could show a lack of confidence.

In a two-way conversation, the higher steeple generally belongs to the man in charge of the conversation.

Stand Like an Alpha Male:

You may stand with your hands behind your back even as this is an attitude of being open. You are showing bravery and courage to with your chest out and hands behind your back. This also shows you're willing to listen and accommodate other ideas.

Look at people in the eye. It's a great way to show confidence and makes your presence felt.

Keep your thumbs out when your hands are in your pocket. All of these stereotypes of an alpha male are actually true as this displays cockiness and who can argue that it isn't necessary for an alpha male?

Listen to Others:

The alpha male is a true leader. It is important for a leader to assert himself yet also have his subordinates and those under him respect him. An alpha male must listen and show he values what others think. As an alpha male, try and listen actively and attentively, and people will respond. The more you listen to them without passing any judgmental comments, the more people will confide in you, and may even tell you things they never tell anybody. This is because they trust you like they trust no one else—a key trait of the alpha male.

Watch Others:

Rome wasn't built in a day. You won't be an alpha male in one day either. Watch others, observe silently, learn from them and practice. Alternatively, watch other others, wait for them to make a mistake and pounce aggressively and stake your claim.

Watch how they talk, how they stand, and how they act. Alpha males tend to have a straight posture and walk around with ease and confidence.

Be Fashionable and Dress Well:

Keep in with the latest trends. Follow what is going on around you, don't be afraid to spend a little on your clothing. An alpha male smells terrific as well. Women find a man who smells good very intoxicating and find it very hard to keep their hands off you. A woman loves a smart man and an alpha male must dress smartly in relatively tight fitting clothes to display his strong build.

Try and look better than the guys around you so that you stand out. When most guys would be in a jeans and a T-shirt, try and wear patterns, collared shirts, nice pants, and if appropriate even a tie. But remember, dressing well does not mean dressing up, necessarily. Your clothes should fit you well, should be comfortable, and should be appropriate for the occasion. If your body language is strong, you could pull off wearing anything so clothes while important may as well be secondary.

Learn How to Flirt:

What is an alpha male without a woman who adores him deeply? Be yourself, be casual, be honest, compliment women, be straight forward and make them feel secure and free to be a woman. Never make a woman feel like you want to get into her pants. Don't be hasty and classless. Flirting with a woman should be subtle yet when the time comes, let her know your intentions. Maintain a confident persona, talk slowly to her. Eventually, make her ache for your voice and don't hesitate to show your sexuality. The woman will be yours.

[Conclusion](#)

This book provides you everything you need to know to become the very best version of yourself.

Realize that the alpha male you see around you and find yourself paying attention to and respecting is not someone you can't be. One must effectively try and understand who an alpha male is before they can become one.

Remember, if your only motivation to become an alpha male is to be cocky and a jerk thinking these are the sorts of guys that women like, you are very wrong. This book goes deeper than the superficial concerns of an ordinary man; it will effectively try and shape you to become an altogether better, more confident person and someone who has *complete faith* in themselves. Whether you're trying to impress a woman you like or getting over some issues that haunt your past, by following the details of this book and understanding the related psychology, gradually try and shape yourself to become the complete alpha male. The Strongest Version of Yourself.

Thanks for Reading! If you got any value out of this book, please leave a review and let me know what helped you the most!

Bonus! [CLICK HERE](#) to get instant access to *The Alpha Male Insider's Tribe*! Receive the 24 Tools I Used to Stop Giving a F%&\$ What Other People Thought About Me and How to 'Level-Up' in Life!

